

**USEITI Outreach and Communications Subcommittee  
Meeting Summary for Tuesday, May 10, 2016**

**Agenda**

1. Public Outreach Webinar – Lessons Learned
2. Letter from Secretary to 41 companies – content
3. Social Media Update
4. Communications Plan Update

**Public Outreach Webinar Lessons Learned**

- The webinar was a format you could attend in person or online. The online presentation was also recorded. Paul, Veronika, and Danielle presented. Judy talked about the Data Portal. We have a standardized message that we adapted and then went into specifics about the first Report. So the time was split between the presentation, comments or questions, and navigating the Data Portal website.
- Some people in the audience agreed to participate in usability testing with 18F
- There were approximately 67 people on the phone and 15 did not. There were 17 people in the room including an MSG member who also participated in questions to the presenters. Attendance is increasing which is positive.
- The entire webinar was recorded and it has been posted to the MSG website. Not sure about the quality but we might also investigate other companies to provide these services.
- There was some confusion with the meeting number and the USEITI Secretariat we will go back and give the conference center feedback. The Secretariat could have also been more diligent in planning the logistics and will be going forward.
- Rosita will take the transcript, call out the comments from the public, and group them by topic to be shared at the next Communications Subcommittee Meeting.
- It is important to know if the outreach leading up to the event is effective. Rosita will also send out the list of attendees to the Subcommittee too.
- One suggestion was made that the USEITI Secretariat should take the Data Portal discussion portion of the webinar and email it to the MSG Members so they can all see how interactive the Data Portal can be.
- Presenters did a great job of making this presentation a conversation amongst the sectors.
- This is a good opportunity for the presenters to watch the video and improve their presentation.
- The webinar should also be posted to Facebook.
- We should reach out to people and let them know that the video is available online.
- For future public webinars the interface needs to be pretty straight forward and connection needs to be easy.
- List the audio information first and the video second.
- Point out to the provider that there was a link and a phone number for anyone experiencing issues getting into this webinar who only directed callers to get in touch with the host of the webinar.
- Subcommittee might want to work on putting together a message on letting people know the webinar is available and an apology for the webinar not working properly. (Betsy and Lynda will take a stab at drafting this communication)
- A control tower person should be available to email MSG Members and post on Facebook letting them know the solution to any problem

### **Update on Letter to Companies**

The letter to companies from the Secretary is still being worked on and the letter should be going out soon. Jerry is confirming with API and IPAA to confirm the contacts for the letters. We don't know a date for the letter to be sent but should have a better idea when Jerry returns.

### **Social Media Update**

190 Facebook Followers

364 Twitter Followers

### **Communications Plan Update**

Interns will be coming to work on the Communications Plan this summer. We have one intern coming from Chickasaw Nation and another from the Washington Center. If there are things in particular the Subcommittee wants to have the interns focus on please let Judy know.

Betsy sent out a rough draft on identifying different categories of stakeholders and the types of messages that might overlap the stakes they have in the process. This is focused only on civil society.

Have they missed any types of stakeholders and messages? Is this comprehensive enough or does it need to be changed?

Some immediate feedback discussed is that the Subcommittee is not altogether sure if Environmentalists are stakeholders and we are missing the message that Government unilaterally discloses royalty revenues. This topic will be added to the agenda next week so that people have the chance to review it.

### **List of Attendees**

Anita Gonzales Evans, DOI

Betsy Taylor, Virginia Polytechnic Institute and State University

Bob Kronebusch, DOI

Johanna Nesseth, Chevron

Judy Wilson, DOI

Kim Oliver, DOI

Lynda Farell, Pipeline Safety Coalition

Sarah Platts, Deloitte

Veronika Kohler, National Mining Association